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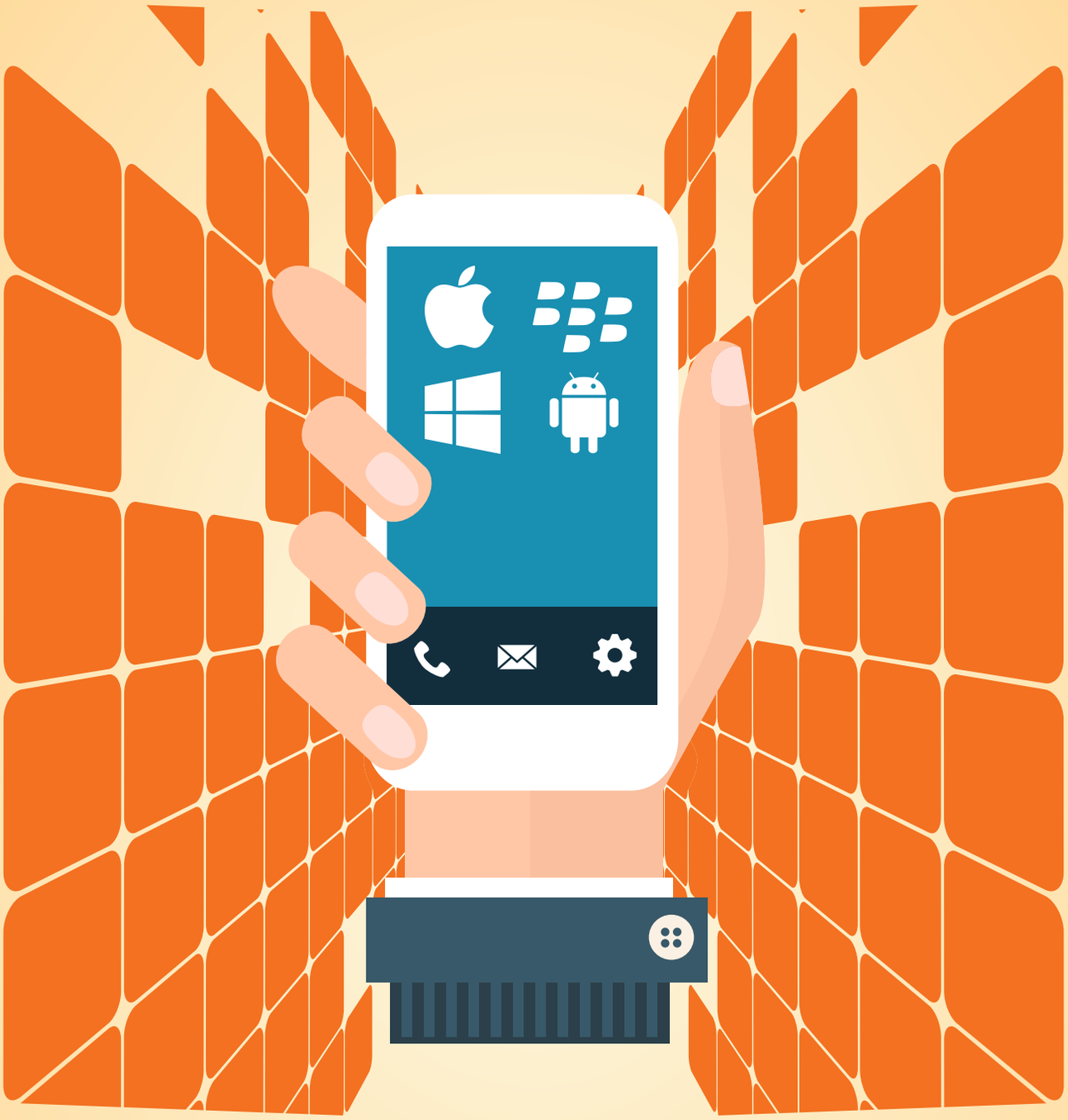

ANOTHER BRICK IN THE WALL

HOW TO STOP CONSUMER BRANDS DICTATING YOUR MOBILE ENABLEMENT STRATEGY

“Android has become a collection of platforms. Android software development has become characterised by a fragmented set of application programming interfaces, each addressing the needs of a type of device.”

CCS Insight

Smartphone Market Dynamics in a Shifting Landscape

Smartphone and tablet technology has rapidly pushed enterprise mobility onto the agenda of most organisations. However, unlike cloud computing, virtualisation or big data, decisions on mobile enablement - namely platforms, applications and security - are being driven by end users and the power of consumer IT brands.

In this paper we'll look at how your enablement strategy needs to focus on users and the data they need to access, and not on any single device or operating system (OS) vendor.

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“The smartphone market is as dynamic as ever and is far from the permanent “two-horse race” between Apple and Samsung that is depicted by some industry commentators.”

CCS Insight

Smartphone Market Dynamics in a Shifting Landscape

Intelligent mobile devices have existed in the enterprise for a long time, with PDA’s from Symbian, Palm and BlackBerry giving mobile workers access to company data on the move for decades.

The **smart device** landscape

Whilst Apple can be credited with the recent explosion of smartphone technology in the workplace, it’s important to bear in mind that neither they nor the likes of Samsung have a monopoly on the ‘best device for the workplace’.

When you add to this the power Android and turnkey reference designs from chipset companies have given Chinese manufacturers, the barriers to entry for hardware have never been lower. However as telecoms analysts CCS Insight point out

“Smartphone designs have reached a plateau. Single-button, mono-bloc designs have become the norm in all sizes ranging from four-inch to seven-inch screens at all price points. Innovation in hardware design is at a historic low”.

On top of the basics like great screens, cameras and battery life, touches like fingerprint scanners, curved screens and better audio are not reason enough to let hardware be the driver for your mobile enablement strategy.

So if it not the hardware, should it be the operating system?

It could be argued that it was iOS that captured consumer's imagination more than Apple's hardware. A device that doesn't come with a user manual speaks volumes about the thought put into usability.

Understanding mobile operating systems

When you combine ease of use with powerful application eco-systems, it's not surprising that iOS (and Google Android's) dominance over consumer's hearts has helped them overpower enterprise smartphone incumbents.

Like Macs before them, Apple has gone for exclusivity with iOS, whereas with Android, Google has taken a leaf from Microsoft's book with ubiquity. Meanwhile Samsung, with its deep marketing pockets has stolen a march on rivals using the OS to become the dominant Android licensee.

However, both BlackBerry and Microsoft continue to develop their mobile operating systems and grow their app ecosystems. When working with enterprises across the UK, Intercity has seen that given the choice more professionals choose BlackBerry and Microsoft smartphones as work devices than iOS and Android based ones.

Aside from making calls, they all give you access to your email, calendars and contact lists and most major app developers have produced products that run across all platforms.

	Android	BlackBerry OS	Apple iOS	Windows Phone
Secure email	✓	✓	✓	✓
Calendar		✓	✓	✓
MS Office or compatible suite	✓	✓	✓	✓
Video communications	✓	✓	✓	✓

When you look at the core functionality of all the operating systems, it's hard to separate them. So in answer to the question set in the previous section, should the operating system drive your mobile enablement strategy? We don't think it should.

“The proliferation of tablets and smartphones, along with the growing popularity and ubiquity of file-sharing technologies, has created an enormous information security liability that most organizations are not yet equipped to handle. Not only are they not protecting themselves, they often do not even understand just how vulnerable they are.”

Creative Breakthroughs

Steve Barone

The case for flexible working enhancing productivity was made and won with laptops almost two decades ago. If there was ever any doubt, it was repeated successfully with the introduction of Palm and BlackBerry smartphones.

Mobile enablement not just ‘mobiles’

Today, knowing that consumers across the globe are accessing information on the move, organisations are accelerating the rollout of mobile accessible services. But everyone is a consumer, and businesses are finding that employees who are growing up on a diet of anytime, anywhere access to information are also demanding the same from their employers.

With sensitive data potentially walking out of the door on personally owned devices, many IT departments are now frantically trying to play catch-up as they look to replace traditional deployments of phones and laptops. In the rush, there’s a risk that tried and tested approaches to introducing new technology gets forgotten.

“Mobile working has brought new challenges for IT departments, but the fundamentals of managing them remain the same.”

A branch office in your hands

When combined with cloud based services, many modern smartphones and tablets give you the power of a branch office condensed into a portable device.

Aside from standard functionality like making calls and Personal Information Management (PIM), apps have had the biggest impact on what you can do on the move.

Before deciding on an OS or device it's vital to look at users, their use and your ability to support them. Some questions to consider are:

Users and usage

- What are users doing that could be made easier with smart devices and apps?
- Do you have internal applications that could be converted for mobile use? Are there any new apps that need to be created or can an off-the-shelf product do the job?
- Do users need access to systems such as CRM, ERP etc.? Are any of these cloud-based?
- How much traffic will be generated by accessing services via mobile devices? Is this going via mobile networks or wireless connections?
- How often do devices and apps need to be updated?

Device and data security

- Can you containerize company data on devices, so if the device gets lost or stolen you can remove data from the container?
- How do you restrict access to the devices and data? Will any confidential data be stored on the device or is access limited to hosted data?
- How do you identify devices on the network? Can mobile device tracking and management be incorporated into existing processes and tools?
- Knowing the answers to these questions will give you the foundations for a productive AND secure enterprise mobile enablement plan.

There’s an app for that

You may be aware of apps that complement existing enterprise software suites, but will need to be guided by individual departments with respect to recommended products for Marketing, HR, Finance, etc. The availability of a required app is definitely one area which will influence your choice of mobile platform. But with all ‘app stores’ growing, you need to make sure ‘influence’ doesn’t overwhelm the need for rational evaluation of all the options.

Asset and data security

In days gone by your mobile estate may have been quite homogenous, either by device or by manufacturer. If you've recently adopted, or are considering a Bring Your Own Device (BYOD) or Choose Your Own Device (CYOD) policy, your estate could end up comprising a range of devices from a variety of manufacturers.

If you previously issued BlackBerry devices to staff you'll already be familiar with Mobile Device Management (MDM) in the guise of BlackBerry Enterprise Server (BES). If not, a MDM platform can give you granular control of devices and their access to corporate data.

In Microsoft environments, ActiveSync Mailbox policies give you some fundamental controls over devices connecting to your network such as password enforcement, but very little else in terms of specific OS control or application management. MDM platforms give you much more control.

The current crop of MDM solutions work with all of the most popular mobile platforms. Even BlackBerry's latest offering, BlackBerry Enterprise Service (BES10), manages iOS and Android devices.

It's worth bearing mind that while an MDM solution can control what can be seen and shared, the access to apps won't prevent mobile misuse, such as an inappropriate Tweet. That's where usage policies come into play.

Data optimisation on the move

You might like to think that the parable 'to whom much has been given, much will be expected' would be true for mobile device users. In reality you may find it isn't so true when they have to travel abroad on business. Anyone accustomed to streaming music and video at home may not realise that they can't do the same on their business trip. What's more applications which have default settings to synchronise data to the cloud may not have been adjusted for overseas use to take into account the premium data per MB charges which are currently prevalent amongst carriers.

If you haven't restricted the number of services or applications available to a user to limit overseas data use, you do run the risk of running up enormous roaming data bills, very quickly. Relying on usage policies and user education alone may not be enough.

Recent innovations such as Mobile Data Optimisation (MDO), not only give you detailed insights into your data usage, but can also combine adaptive compression with real-time policy enforcement to help you control misuse and reduce costs.

Conclusion

You may occasionally be taken aback by the momentum of mobile adoption in your organisation, but with a clear understanding of your users, their needs and the risks to company data, a well-managed mobile enablement strategy will create a happy blend of both productivity and security.

With MDM and MDO you can ensure you're leading the strategy and not the device manufacturers.

“Increasingly, mobile devices will also need to be managed more like other corporate assets, but with special considerations such as shorter replacement cycles and more frequent software updates.”

IBM
Michael Gilfix

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To find out more about the topics raised in this whitepaper, visit www.intercity-uk.com or ask for our Enterprise Mobility specialists on 0121 643 7373.

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